

To the Commissioners of the FCC,

I am writing to you to comment on Docket No. 02-277, The Biennial Review of the FCC's broadcast media ownership rules. I support retaining all the FCC rules in question. I think these rules setting limits on concentration of the broadcast industry serve the public interest - and media is supposed to serve the public interest. Media is not just another commodity whose purpose is to make companies rich.

I think the FCC should strengthen, or at least retain, the rules which protect localism, content diversity, competition and public access to communications resources. I think those who say there is enough competition in media, including Mr. Powell, are thinking of media as selling a commodity to consumers, entertainment being the most important commodity. I agree that there is already enough competition and diversity of entertainment sources. We don't need more choices of what movie to watch tonight or more local news shows and articles about today's fire/police chase/dog show or national news coverage of what the rich and powerful said. Consolidation to save overhead costs for companies that sell commodities to consumers is often a good idea. However, it is a mistake to consider media as just another consumer item. In a democratic society and in order for us to remain a democracy, media must provide diversity of opinions and information to CITIZENS, not consumers. We already do not have enough diversity of viewpoints and information citizens need to adequately participate in a democracy. Please do not make it much worse by weakening the Television-Radio Cross-Ownership Rule, The Broadcast-Newspaper Cross Ownership Ban, The National Television Ownership Rule, The Duopoly Rule for Radio, The Local Television Ownership Rule, and The Dual Network Rule.

Big media is advertiser driven. There's less and less investigative journalism, particularly about large companies and government. Because big media is profit driven, content is controlled by ratings rather than by quality. News is presented to entertain. More and more news is salacious. We do not get analysis of why things happen from the media sources lobbying for deregulation. We especially do not hear how some of the ways rich companies are behind why bad things happen, nor any criticism of big media by itself. Public policy information has degenerated into big media merely broadcasting what government officials say, with no analysis or challenge. Advertising agencies and public relations campaigns are taking over media content. The FCC should not hand the major media companies more profits by deregulation and allowing consolidations.